

Michael F. Easley  
Governor



State of North Carolina  
Office of the Governor

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**GOV. EASLEY ANNOUNCES RELEASE OF NEW SPANISH AUDIOTAPES**  
*Part of Collaborative Effort with BB&T to Educate Spanish-Speaking Citizens*

**RALEIGH** – Gov. Mike Easley announced today the release of a fifth installment of Spanish-language audiotapes available free to the public in a collaborative effort between the N.C. Office of Hispanic/Latino Affairs, Society of Hispanic Professionals and BB&T Bank.

The latest tapes focus on parental involvement in children's education, the importance of developing reading and language skills in both English and Spanish, and suggestions for establishing Latino resource centers at schools. They also offer basic financial information on credit, direct deposit and online banking.

"These tapes provide valuable information about our public education system, how it operates and how Latino parents and students can maximize the use of school resources available to them," Easley said. "The entire series helps Hispanics better understand North Carolina, its people and the services available to them. It is another step to help bridge the language barrier and close the achievement gap."

The previous four tapes focused on emergency preparedness, home and auto safety tips, renting and buying a home, communicating in English, health care and basic banking information.

Axel Lluch, director of the Office of Hispanic/Latino Affairs, said the series has helped Spanish-speaking people adjust to life in North Carolina and meet daily needs.

"It can be pretty overwhelming to move into another country," Lluch said. "These tapes help ease that transition and better prepare people for the social, cultural and economic challenges they may face."

The five audiotapes are available free at BB&T Bank branches.

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